

# 2005\* West Coast Region Domestic Overnight Leisure Visitors



Flowing hundreds of miles from Hoover Dam to Mexico, the Colorado River forms Arizona's West Coast. Along the way, beaches, lakes and coves provide boating, fishing, water skiing and wildlife viewing. In the southern part of the West Coast is the city of Yuma. Located between Yuma and Quartzsite, the Kofa National Wildlife Refuge is home to desert bighorn sheep, Gila monsters, and red-tail hawks, among hundreds of other animal species. Moving north, the West Coast region includes the cities of Ehrenberg, Quartzsite, Parker, Wenden, Lake Havasu, Oatman, and Bullhead City.

Regional Statistics	
Percent Share Overnight Domestic Leisure Visitation	7.1%
Average Age	49 years
Average Household Income	\$76,490
Average Party Size	2.4
Average Length of Stay	3.3 nights
Average One-Way Distance Traveled	466 miles
Average Spending Per Person Per Day	\$80.60

Source: DK Shifflet and Associates, Ltd., 2006

\*Due to small sample sizes data was aggregated from years 2002-2005

## National Parks

Lake Mead NRA

## State Parks

Alamo Lake SP, Buckskin Mountain SP, Cattail Cove SP, Lake Havasu SP, Yuma Crossing SHP, Yuma Territorial Prison SHP

## Tribal Lands

Cocopah Indian Tribe, Colorado River Indian Tribes, Fort Mojave Indian Tribe, Fort Yuma-Quechan Tribe

## Points of Interest

Hoover Dam

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## Demographics:

Age of Respondent	
Average Age	49 years
18-34 years	15%
35-54 years	51%
55+ years	33%

Education	
No College education	26%
Some College	49%
College Degree	16%
Post College Degree	8%

Lifestage of Respondent	
Age 18-34, Free	3%
Age 18-34, Family	12%
Age 35-54, Free	24%
Age 35-54, Lo Family	3%
Age 35-54, Hi Family	24%
Age 55+, Lo Free	15%
Age 55+, Hi Free	17%
No Lifestage	1%

Household Income	
Average HH Income	\$76,490
Under \$25,000	5%
\$25,000-\$49,999	29%
\$50,000-\$74,999	19%
\$75,000-\$99,000	15%
\$100,000-\$124,999	20%
\$125,000+	12%

Occupation	
Employed (NET)	74%
Managerial, Professional	34%
Technical, Sales, Admin. Support	18%
Services	5%
Other	17%
Retired	16%
Other/Not privately employed	9%

Top Origin Markets	
Los Angeles, CA	49.7%
Phoenix, AZ	11.3%
San Diego, CA	8.8%
Las Vegas, NV	6.7%
Tucson (Sierra Vista), AZ	3.1%
San Francisco-Oakland-San Jose, CA	2.4%

Source: DK Shifflet and Associates, Ltd., 2006

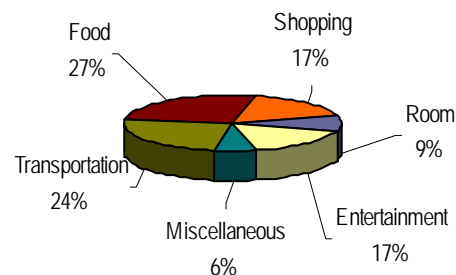
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## Trip Behavior:

- The busiest quarter for travel to the West Coast region is the first quarter at 38%.
- In the West Coast region, under leisure purpose of stay, getaway weekend ranked the highest at 39% when compared to other Arizona Regions.
- The West Coast is the most popular region to participate in the activities of nature at 40% and outdoor sports at 36% when compared to other Arizona regions.

**% Total Trip Expenditures  
(Per Person Per Day)**



Quarter Trip Started	
First Quarter	38%
Second Quarter	22%
Third Quarter	23%
Fourth Quarter	18%

Traveling Party	
One Adult	29%
Couples (M/F)	37%
Two Males or Two Females	4%
Three or more Adults	7%
Families	24%

Leisure Purpose of Stay	
<b>Vacation (NET)</b>	<b>54%</b>
Getaway Weekend	39%
General Vacation	15%
<b>Non-Vacation (NET)</b>	<b>46%</b>
Visit Friend/Relative	28%
Special Event	8%
Other Personal	10%

Primary Activities	
General (Dining, Entertainment, Shopping)	43%
Nature (NET)	40%
Outdoor Sports (NET)	36%
Sightseeing (NET)	32%
Attractions (NET)	21%
Culture (NET)	13%

Source: DK Shifflet and Associates, Ltd., 2006

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## Trip Behavior (Cont):

- The main mode of transportation to the West Coast region is the car under auto travel at 62%. But in the category of other transportation, RV/camper ranks higher than any other Arizona region at 17%.
- In addition to using RV/camper as a popular mode of transportation, the West Coast region has the highest percentage of visitors that use camping/RV as a paid non-hotel/motel accommodation at 15% when compared to other Arizona regions.
- Within non-paid accommodations, the category of apartment/condo/home has a high percentage of visitors at 45% when compared to other Arizona regions.

Main Mode of Transportation	
Air Travel	5%
Auto Travel (NET)	71%
Car	62%
Van/Small Truck	8%
Other Transportation (NET)	25%
RV/Camper	17%
Large truck	5%
Other	3%

Source: DK Shifflet and Associates, Ltd., 2006

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Accommodations	
<b>Paid Accommodations</b>	<b>46%</b>
<u>Paid Hotel/Motel</u>	27%
High-End	3%
Mid-Level	9%
Economy	13%
Other Hotel/Motel	2%
<u>Paid Non-Hotel/Motel</u>	19%
Apartment/Condo/Home	1%
Timeshare	2%
RV/Camping	15%
Other Paid Non-Hotel/Motel	1%
<b>Non-Paid Accommodations</b>	<b>52%</b>
Apartment/Condo/Home	45%
Timeshare	1%
Camping/RV	3%
Other Non-Paid	3%
Unspecified Non-Paid	1%

Accommodation Reservation Type	
No Reservation	56%
Computer On-line	5%
800 phone number	8%
Direct to Location	21%
Travel Agent	1%
Corporate Travel Dept.	0%
Other Reservation	8%